

WHEN A FLAG STANDS FOR SPRING

Three Instagram celebrities from the worlds of fashion and cinema take a journey through color in the United Colors of Benetton SS2020 campaign

United Colors of Benetton raises its flag over Spring Summer 2020. Three “Instagram celebrities” and a multiethnic group of models wave it to celebrate the Italian label’s colorful and joyful attitude in a brand new campaign.

Anchors, postcards and sailors’ knots. Flowers, clouds and safaris. The setting conceived by artistic director Jean-Charles de Castelbajac for the Spring Summer 2020 collection is inspired by travels at sea, and not only.

UNITED COLORS
OF BENETTON.

The campaign is shot by Oliviero Toscani, who infuses it with his usual mix of optimism and formal perfection. The colorful flags juxtaposed to the traditional white background work like drop curtains, framing the models.

Three of the people portrayed in the campaign are the Spanish influencer Blanca Mirò, the Italian actress Fiammetta Cicogna and the Italian actor Saul Nanni. Alongside them, a multiethnic team of models represents the immortal values of the brand.

The Spring Summer 2020 campaign - which airs starting in February, in Italy and abroad - will run online, on billboards and in print.

[benettongroup.com/media-press
benetton.com](https://www.benettongroup.com/media-press/benetton.com)

[facebook.com/benetton](https://www.facebook.com/benetton)
twitter.com/benetton
[youtube.com/benetton](https://www.youtube.com/benetton)
[instagram.com/benetton](https://www.instagram.com/benetton)